

Tender Information Pack

Introduction

Community Mental Health Australia (CMHA) is seeking expressions of interest from suitably qualified organisations to deliver the Assisting Communities through Direct Connection (ACDC) Project.

The 2021 National Survey of Mental Health and Wellbeing found that almost half of all Australians have experienced a mental disorder at some time in their life, and that 4,200,000 Australians have experienced symptoms in the past 12 months (ABS, 2022).

The ACDC Project operate in all Australian states and territories. So far, the project has been delivered in 21 sites around Australia, including Canberra in ACT, Campbelltown, Clarence Valley, Wollondilly, Greenacre, Hurstville, and Cabramatta in NSW, Palmerston in NT, Brisbane, Ipswich, Redcliffe, Toowoomba, Mareeba, and Roma in Qld, Adelaide in SA, Burnie and George Town in Tas, Perth in WA, and Fitzroy, Bendigo, and the Macedon Ranges in Vic.

CMHA has been funded by the Commonwealth Department of Social Services (DSS) to deliver the ACDC Project in additional sites in 2023 for completion by early 2024. From December 2022 CMHA is calling for Expressions of Interest (EOIs) from organisations to deliver the project in locations where they have expertise, identify a need for the project, and have existing local community connections and stakeholder relationships.

The call for EOIs will be followed by a tender process from February 2023, open to organisations which have expressed interest.

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Key Dates

Wednesday December 7 th 2022	Expressions of Interest open
Tuesday January 31 st , 2023	Tender documents distributed to interested organisations
Tuesday February 28 th , 2023	Expressions of Interest close
Friday March 10 th , 2023	Tender close. Responses to be emailed to acdcinfo@cmha.org.au by 5pm Friday March 10 th , 2023.
Friday 24 th March 2023	Successful applicants informed and funding announcements made
Monday April 17 th 2023	Start of ACDC Project in new sites from this date onwards on a rolling schedule (to be negotiated)
Friday March 15 th 2024	All sites to be completed

CMHA

CMHA is the coalition of peak community mental health organisations from States and Territories, established to promote the importance and benefits of community mental health and recovery services across Australia.

CMHA provides a unified voice for many hundreds of community-based, non-government organisations who work with mental health consumers and carers across the nation and who are members of, or affiliated with, the various coalition members.

CMHA advocates to improve all mental health and allied social services across Australia, with a strong focus on the value and contribution that not-for-profit, non-government community mental health services and people with lived experience bring to ensuring the economic and social inclusion, and the mental and emotional health and wellbeing of all.

More information about CMHA is available at: www.cmha.org.au

The Opportunity - The ACDC Project

Watch the ACDC Project video here: [ACDC Project Video](#)

The proactive outreach approach of the ACDC Project involves People Connectors employed by Delivery Partner Organisations (DPOs) and trained by CMHA to engage safely and responsibly with householders at their door. The ACDC Project is a new initiative that uses the proactive outreach approach to speak with householders about mental health and wellbeing. The project takes an exploratory method by directly connecting with people in communities. Many people experiencing distress or wellbeing issues and may not actively engage with mental health services, help-seeking is often absent or is a late-stage occurrence. This may mean people are not receiving appropriate, recovery focussed services at the right time, which results in increased mental health issues and unnecessary crisis intervention.

The difference of the ACDC Project with other programs is that People Connectors engage with householders, over 18 years, in the comfort of their homes, rather than in a service setting. In this way more people will be reached, where they may not have been otherwise. Proactive outreach is facilitated by People Connectors with householders' rights and boundaries respected, with people supported to feel safe and comfortable to have discussions.

People Connectors invite householders to have a meaningful and respectful conversation about their mental health experiences and challenges, as well as those of their families, friends, and the wider community. People Connectors will discuss the project, its benefits and outcomes, deliver localised information booklets and fridge magnets with relevant mental health support services, and offer assistance to connect with services. It is an opportunity for

householders to talk and be heard, be provided with information about free support services, and connect with a service to address their mental health and wellbeing needs.

People Connectors invite householders to participate in the ACDC Project householder survey. The survey is designed to give householders an opportunity to anonymously share about their experiences with mental health and wellbeing, and that of their families, friends, and wider the community. The survey also asks how mental health and wellbeing services could be improved.

Delivery Partner Organisations contribute to a high-level understanding of unmet mental health and wellbeing needs within the selected Australian communities (sites) that informs future models of funding for mental health and wellbeing services and supports.

The ACDC Project has partnered with the Centre for Social Impact to analyse survey responses to learn about the unmet mental health and wellbeing needs of individuals and the broader community. The data analysis provides evidence for local, state, and federal advocacy initiatives to address service provision.

People Outcomes

Expected outcomes for Householders reached by the ACDC Project include:

1. Increase people's awareness of their social and emotional well-being needs through conversation with People Connectors
2. Build people's capacity by providing information about the mental health and wellbeing services and supports available
3. Connect people who have unmet mental health and wellbeing needs with appropriate services and supports

Project Outcomes

Expected outcomes of the ACDC Project at a project site include:

1. Identify the needs of individuals and the broader community in selected sites in Australia.
2. Understanding the barriers and challenges for individuals and the broader community in relation to accessing appropriate mental health and wellbeing services and supports.
3. Building the capacity of organisations and People Connectors with respect to knowledge and skills in effective outreach.
4. Decreasing stigma about mental health and wellbeing.
5. Supporting of sector collaboration and understanding of referral pathways.
6. Research and data analysis to inform local and national mental health service planning.

Through the ACDC Project, Delivery Partner organisations have an opportunity to further establish awareness of their brand, and their service footprint, to build networks and relationships with partner organisations and referrers, and to expand their client base.

Key Deliverables

The following key deliverables are expected:

1. Redeployment or recruitment of at least three full time People Connectors for a minimum of 22 weeks who meet the minimum requirements outlined in the attached template People Connector Position Description. Appointing the right people to the People Connector roles is key to the project's success. There is a strong preference for existing staff to be redeployed rather than for the roles to be externally recruited, with a strong preference for a diversity of gender identities within the People Connector team.

2. People Connectors work flexible hours between 8am and 7pm Monday to Friday (in daylight hours only, so evenings are dependent on season) and 9am to 4pm on Saturdays. It is expected that at least two of the People Connectors are rostered on some Saturdays for door knocking.
3. All People Connectors and the Line Manager attend the training course arranged by CMHA, and any supplementary training or continuous improvement activities.
4. All People Connectors will attend the mandatory fortnightly Community of Practice meetings.
5. Outside of the training where full-time attendance and participation is required, Line Managers spend one day each week on average working on the ACDC Project and providing support to People Connectors.
6. People Connectors spend one day each week on average undertaking community engagement activities. Key community members within the site, and representatives of community-based services, organisations, initiatives, and programs that operate within the selected area are identified. People Connectors will promote awareness of the ACDC Project and understand referral pathways.
7. People Connectors spend three days each week on average undertaking door knocking activities, including some Saturdays.
8. People Connectors spend one day each week on average following up on referrals. Where a householder requests and consents to People Connectors to broker a referral, the referral process is completed and received by the intended support provider within one week of the initial door knocking engagement.
9. People Connectors keep accurate and timely records of all project work.
10. Rostering and workload planning for People Connectors is completed in advance and signed off by the Line Manager each fortnight.
11. Reporting on project progress through the completion of a report template and 30-minute meeting with ACDC Project team members each fortnight.
12. Ensure that all doors knocked have had a postcard delivered at least two full days prior, and all homes that have had a postcard delivered are knocked within five days.
13. People Connectors, Line Managers, and other representatives of the DPO engage in activities related to the evaluation of the ACDC Project.
14. Promotion of the ACDC Project through your marketing and media channels.

How CMHA will Support the DPO to Succeed

CMHA is highly invested in ensuring the Delivery Partners have the support and resources available to deliver the project to the standards expected of CMHA and the DPO themselves. To support a DPO to achieve this CMHA provides the following:

- A template Position Description for the People Connector role is attached with this EOI. It is recommended that this be used in recruitment. DPOs may prepare their own Position Descriptions for the role in collaboration with CMHA.
- Comprehensive online and face-to-face training in safety, community engagement, door knocking activities, conducting the survey, and referrals.
- The ACDC Project team will work with the DPO to support the engagement of key community members within the site and representatives of community-based services, organisations, initiatives, and programs in the local community, prior to the delivery of the project.
- Design, printing, and delivery of all required localised information products, including fridge magnets, brochures 'We're coming' and 'Sorry We Missed You' postcards.
- iPads, branded shirts, vests, hats, ID badges, and lanyards are provided.

- Fortnightly meetings between the ACDC Project team and DPO Line Manager to review progress and data and discuss any issues.
- Online Community of Practice meetings for all People Connectors (mandatory) and Line Managers (recommended) delivering the ACDC Project.
- All administration systems including reporting formats, meeting invitations and set up of the software on iPads.
- Tools to promote local awareness of the project including the project website, Facebook page, and a press release to local print media and radio.
- Members of the ACDC Project team available to provide support and help resolve issues, with a dedicated CMHA email address.

Proposing a Site

In the request for tender which will be issued on 31st January 2023, organisations who express an interest in delivering the ACDC Project will be requested to propose the site within which they wish to deliver the project. The following Site Selection Criteria inform the consideration of sites for the ACDC Project.

Tender responses for multiple sites from one organisation are permitted.

Principles and Criteria

The ACDC Project's site selection criteria are defined by the following principles and processes:

1. The process for determining site selection is transparent and population informed with the selected site suitable to undertake the ACDC Project's activities.
2. Selection of sites will consider a mix of metropolitan, regional, rural areas and remote.
3. At least two project sites will be considered that have high culturally diverse populations, for example people who come from culturally and linguistically diverse backgrounds and/or people who identify as Aboriginal and/or Torres Strait Islander.

Successful Delivery Partners will propose sites:

1. that have a catchment of at least 4,000 dwellings which can be knocked by People Connectors,
2. that include a range of socio-economic advantage and disadvantage,
3. where people and communities are likely to benefit from engagement with the project,
4. that are well known to the potential Delivery Partner Organisation and will enhance the door knocking activities, engagement, and survey completion by People Connectors,
5. where the organisation can employ people to the People Connectors roles, who have the required qualifications, enhanced communication skills, physical able to undertake the project and have experience in outreach work.

All proposed sites that meet these criteria will be considered.

Funding Available

Potential DPOs are invited to cost the delivery of the ACDC Project at the site proposed and submit a budget along with the tender response.

The following guidelines may assist in costing the delivery of the project:

1. All costs to the Delivery Partner Organisation for the ACDC Project are intended to be covered by CMHA.

2. Engagement (recruitment or redeployment) of at least three People Connectors who meet the requirements outlined in the attached template People Connector position description, working full time on the project for a minimum of 23 weeks, which includes all the training, and continuous support.
3. Engagement of one Line Manager, working one day a week on average on the ACDC Project for its duration, except for training week, where full time attendance is required. It is intended that an existing manager or team leader fill this role.
4. Include all on-costs for the above employees, e.g., superannuation, accrued annual leave, sick leave, and other leave as per the DPO's leave policy.
5. People Connectors' pro-rata of their annual leave and sick leave entitlements during the project, as per DPO's leave policy.
6. Provide access to devices, e.g. to a laptop or desktop computer, for each People Connector and the Line Manager with video conferencing software (MS Teams and Zoom), and hardware (headset with microphone and headphones) for use in training and continuous support.
7. Provide suitable office space (refer to clause 8.3 of schedule 1 of the ACDC Project Sample Service Agreement Round 3.pdf).
8. Provide People Connectors and the Line Manager with the use of a fleet vehicle, or reimbursement for the use of personal vehicles, for travel related to the delivery of the project.
9. Provide a mobile phone for each People Connector and the Line Manager or reimburse staff for the use of their personal devices.
10. Provide or hire a suitable venue and catering (coffee and tea, lunch, and morning and afternoon tea) for one week of the training, to be held face-to-face.
11. A contribution towards the administration of the potential DPO may be included at no more than 15% of the project costs.

Project Timeline

Prior to Commencement	ACDC Project DPO agreement is signed, all positions recruited, and employment agreements signed.
Weeks 1-3: Project Commencement	Part time work by the Line Manager to coordinate engagements with local organisations and stakeholders. ACDC Project manager meets with DPO Line Manager to review reporting requirements, confirm training venue and catering, and confirm details of the People Connectors. Community Engagement commences, with the DPO Line Manager and the CMHA Partnerships and Stakeholder Engagement Manager.
Weeks 4 and 5:	People Connectors and Line Manager commence training and orientation provided by CMHA.
Week 6:	People Connectors commence community door knocking.
Week 26: Project completion	Project completion (for a total of 23 weeks of People Connector Activity)

How to Find Out More

- Find out more about the ACDC project by visiting the website www.acdc.org.au
- Email acdcinfo@cmha.org.au and one of the ACDC team members will contact you to address any questions

Expressing Interest

Organisations are requested to submit their expressions of interest by completing the form at:

<https://forms.microsoft.com/r/LihynKUffB>

Please note that at this stage we are only requesting the above completed expressions of interest online form. Proposals for budgets and sites will be requested in the tender request form which will be issued on Tuesday 31st January 2023

Tender Responses

From Tuesday January 31st, 2023, organisations who have expressed interest will be emailed the tender response pack.

This pack will include the tender response form which should be completed and submitted by email no later than COB on Friday March 10th, 2023 to:

acdcinfo@cmha.org.au

Tender Review Process

Nothing in this RFT, its process or the submission of any tender shall be construed as to give rise to contractual obligations, express or implied.

Review Stages

1. The ACDC Project Team reviews all tender responses from potential Delivery Partner organisations after applications close.
2. The ACDC Project Steering Committee is advised of the preferred Delivery Partner organisations for each site and is asked to either endorse the choice of the ACDC Project Team or return it for further information and review.
3. The final decision to engage Delivery Partners will be made by CMHA Management, with consideration given to the advice of the Steering Committee.
4. Responding organisations are informed of the outcome on March 24th, 2023.

Assessment Checklist

1. Tender response form completed in full, including all questions answered, and digitally signed.
2. Responses to Question 2 are complete and describe meaningful organisational experience and partnerships to support community engagement and proactive outreach.
3. The proposed site identified in Question 3 meets the criteria described in the *Tender Information Pack January 2023* attached.
4. Question 4 is marked YES, or a pragmatic recruitment plan has been identified.
5. Responses to Question 6 and 7 all marked YES.
6. A proposed budget with costings has been supplied along with the tender response.

Responses Evaluation Weighting

Question	Criteria	Rating	Weighting	Final
2.1	Experience in delivering services is described	4	2	/8
2.2	Meaningful, existing, relationships are described	4	2	/8
2.3	Meaningful, existing, relationships are described	4	2	/8
2.4	Strong, existing, collaborations and partnerships are described	4	2	/8
2.5	Active promotion of diversity is described	4	1	/4
3.2	Proposed area meets the criteria	4	2	/8
3.3	Issues within the proposed community are discussed	4	2	/8
3.4	Potential benefits to the proposed community are identified	4	2	/8
3.7	Suitable office space is available	4	1	/4
4	Staff are currently available/pragmatic recruitment plan proposed	4	3	/12
5	Proposed budget is comprehensive and appropriate	4	1	/4
Total		/44		/80

Note: Please copy this into your organisation's job description template on your letterhead

ACDC Project – People Connector Role

<Your Organisation> has been contracted by Community Mental Health Australia (CMHA) to appoint People Connectors for the delivery of the Assisting Communities through Direct Connection (ACDC) project in <area/s>.

The ACDC Project

In Australia, almost half of people aged between 16 and 85 years, approximately 8.6 million people have experienced mental health disorders in their lifetime (ABS, 2022). **5% of Australians, or 800,000 people** are estimated to experience a severe mental illness (AIHW, 2022).

The proactive approach of door knocking in selected sites provides an opportunity for people to talk, be heard, and be given information about free mental health & wellbeing services and supports in their communities.

People cannot always access the services and support they need. The ACDC Project has found the reasons people do not access mental health and other supports include not knowing where to get help, the unavailability of appropriate services, long waiting lists, immediate support not being available, being found to be ineligible, fear, embarrassment, shame, prohibitive cost, long distances to travel and/or transport was not available.

ACDC Project - People Connector

People Connectors of the ACDC Project use Proactive Outreach approach to engage and connect with householders aged 18 years and over. Householders are invited to have a meaningful and respectful conversation about their mental health and wellbeing, their experiences and challenges, as well as those of their families, friends, and the wider community. People Connectors offer an information booklet and fridge magnet with relevant mental health and other support services available. People Connectors can assist a householder with additional information or provide support to be referred and linked with a service. People Connectors record the outcomes of each door knocked using a iPad tablet

People Connectors invite householders to participate in the ACDC Project Householder Survey. The survey is designed to give householders an opportunity to anonymously share about their experiences with mental health and wellbeing, and that of others. The survey also asks about their ideas about how mental health and wellbeing services could be improved. The data collected will be used for research and evaluation by the Centre for Social Impact and to inform recommendations for change.

The proactive outreach approach ensures the rights and boundaries of People Connectors and householders are respected and they feel safe and comfortable.

Position Description

Title	ACDC Project - People Connector
Contract length	<23 weeks>
Reports to	<Delivery Partner Organisation management>
Conditions and hours	This role is remunerated at <Level 4 or above> on the SCHADS award. This is a full-time, fixed term, role.
Location	As per ACDC contract with the Delivery Partner Organisation
Schedule	Flexibility is required with some weekend work

Responsibilities

1. Complete training and engage with continuous support.

- Complete the comprehensive training and orientation course delivered by CMHA. The training course makes use of a mix of face to face and online learning.
- Attend and actively engage with supplementary training and continuous improvement activities, arranged either by CMHA, the delivery partner organisation (your employer).
- Attend and actively engage with fortnightly Community of Practice meetings and the Aboriginal and Torres Strait Islander Workers Circle where relevant. The meetings are hosted online and facilitated by CMHA.
- Undertake reflective practice and ongoing professional development.
- Model ethical and respectful practice abiding by all laws, regulations and best practice principles.

2. Community Engagement

- Culturally specific protocols are understood, documented, and undertaken to completion at each site before door knocking commences.
- Engage with the key community members within the selected site, and the broad mental health and wellbeing community-based services, organisations, initiatives, and programs that operate within the area.
- Promote the ACDC Project to community members and representatives of community-based services, organisations, initiatives, and programs.
- Network and work collaboratively with support services, government agencies and other appropriate service providers in order to provide householders with seamless referral pathways.
- Work with the community members and representatives to establish and review referral pathways, eligibility criteria and any waiting lists of services which may be accessed by householders at the site.
- Understand the referral processes required for householders to connect with a variety of different support options.

3. Door Knocking Activities

- Develop, in consultation with the Line Manager, an *Activity Plan* that includes site safety concerns and a roster of door knocking activities.
- Distribute ACDC Project postcards to homes in the local community prior to knocking on the door of homes.
- Quickly build rapport and encourage householders to have a meaningful and respectful conversation about their mental health and wellbeing and provide information products

- Provide additional information to a householder or support to be referred or linked with a service if necessary.
 - Support householders to complete the ACDC Project Householder Survey, either face to face, via paper survey or online.
 - Identify and record all potential, actual or perceived risks and work health and safety incidents.
- 4. Follow Up and Track Referrals**
- Support and encourage householders to take initial steps to connect with local or online mental health or social and emotional support services.
 - Adhere to the referral processes and procedures
 - Follow up with the householder and the support provider to determine whether a service is being provided, and if not, seek to understand the barriers which may need to be overcome to ensure a positive outcome and explore alternative options.
 - Advocate for householder or community interests, and for solutions to gaps in service delivery.
 - Collect data for every door knocking activity including qualitative data and information provided by the householder.
- 5. Record Keeping**
- Keep accurate and timely records of all community engagement, door knocking, and referral activities.

Performance Measures

- 1. Complete training and engage with continuous support.**
- Completion of the training course and any supplementary training or continuous improvement activities.
 - Attendance and active engagement at the Community of Practice, and Aboriginal and Torres Strait Islander Workers Circle where relevant, held while the People Connector is employed on the ACDC project.
- 2. Community Engagement**
- Culturally specific protocols are understood, documented, and undertaken to completion at each site before door knocking activities commence.
 - One day each week on average is spent on community engagement activities.
 - Referral pathways, eligibility criteria and any waiting lists of services which may be accessed by householders at the site are reviewed each month.
 - Information on the referral processes required for householders to connect themselves, or be connected by People Connectors, with a variety of different support options, is understood and documented.
- 3. Door Knocking Activities**
- A minimum of three days each week (on average) are spent undertaking door knocking activities in daylight hours, including some Saturdays.
 - Postcards are delivered prior to door knocking activities.
- 4. Follow Up and Track Referrals**
- Where a householder requests and consents to People Connectors to broker a referral, the referral processes are completed and received by the intended support provider within one week of the initial door knocking engagement.

- The outcome of all brokered referrals is determined within six weeks of the referral being received by the support provider.
- Where barriers to the householder's successful referral to the support provider are identified, a plan to overcome these barriers, or an alternative option for the householder to have their support needs met, is explored and implemented within two weeks of the outcome of the initial referral being determined.

5. Record Keeping

- Records of all doorknocking activities are kept and maintained.
- Record of engagements with key community members and representatives of mental health and other community-based services, organisations, initiatives, and programs, are kept and maintained.
- Individual referral and advocacy activities in the determined client management system are kept and maintained.

Selection Criteria

Essential

1. Relevant (minimum Certificate IV) qualifications in peer work, mental health, or related field. An equivalent level of knowledge and experience gained through any combination of education, training and mental health experience will be considered.
2. A minimum of 12 months' professional experience working in the community managed mental health/social and emotional wellbeing support sector.
3. Demonstrated experience, knowledge and/or understanding of contemporary issues in mental health services and the mental health community managed sector in Australia.
4. Demonstrated experience, knowledge and understanding of the demographics and cultural sensitivities of the local community at the selected project site.
5. Demonstrated understanding and valuing of the contemporary roles of people with lived experience of mental health issues, their families and carers in the mental health sector, and the cultural diversity of Australian society.
6. Demonstrated understanding of the differences and sensitivities in how people of diverse cultures and communities communicate, and how social and emotional wellbeing is understood.
7. Good physical health and fitness. This project involves walking for up to 6 hours per day carrying materials in a range of weathers and terrains.
8. Strong interpersonal skills and understanding of collaborative work practices.
9. Well-developed communication skills including the ability to engage, actively listen and quickly build rapport with a householder
10. Hold a current driver's licence.
11. Working with Children Check.
12. National Police Clearance.

Desirable

1. Lived experience of accessing support for needs related to mental health &/or social and emotional distress.
2. Skilled in data collection and recording of qualitative information.
3. Knowledge of, and skills in motivational interviewing.
4. Fluency in a language other than English.

The ACDC Project and <Your Organisation> foster a culture of inclusion. Applicants who identify as Aboriginal and Torres Strait Islander peoples, were born overseas, have a disability and/ or identify as LGBTIQ+ are encouraged to apply.

Frequently Asked Questions

1. What is different about the ACDC Project?

The ACDC Project is an innovative project that offers a different Direct Connection or proactive outreach approach to linking people with services and assessing community needs. Rather than waiting for people to present themselves to services and ask for help, through the ACDC project each householder engaged with will be offered the opportunity to be informed about, or where possible linked with, appropriate services.

2. What is door knocking?

It is exactly what it sounds like. People Connectors identify streets that will be visited and then do a letterbox drop in those streets to let people know they are coming.

People Connectors then walk from household to household, with the aim of engaging the householder in a conversation about their mental health and social and emotional wellbeing, to identify any unmet needs and complete a survey.

The door knocking guidelines have been co-produced through a project working group, with representation of significant stakeholder groups including people with lived experience, families and carers. Consultation with local stakeholders will precede the door knocking at each site.

People Connectors are intended to operate in pairs with a diversity of gender and cultures if practicable. They will knock on every door unless there is a reason not to.

3. What precautions are in place to account for the COVID-19 Pandemic?

Engaging People Connectors to go door to door to people's homes carries an inherent risk of acquiring or transmitting infectious diseases, including COVID-19. CMHA mitigates this risk in the ACDC Project by:

- Seeking and adhering to the advice of police, state and territory health authorities.
- Not commissioning or undertaking ACDC Project activity in communities with significant established community transmission of COVID-19
- Preferring that People Connectors engaged by Delivery Partners are residents of the local area that they are door knocking within, and not travelling significant distances to undertake the ACDC Project.
- People Connectors with symptoms of COVID-19, even mild symptoms must leave the site and get tested at a COVID-19 clinic and self-isolate until a negative result is received, in accordance with state or territory health guidelines.
- Recommending that People Connectors have received the seasonal influenza vaccination and the COVID-19 vaccination when available.
- Asking delivery partners to ensure that People Connectors always observe appropriate social distancing during the door knocking activity.

4. Why the door knocking approach? What evidence is there to suggest it is a more effective way of directly engaging, given some people find it quite confronting?

There is a significant body of evidence worldwide that many people with mental health issues do not engage in any form of support or help seeking behaviour. Door knocking means that people are directly reached, and that information and linking to services is offered to people without their needing to present or seek help. In this way the ACDC project brings potential access to mental health, emotional and social wellbeing services directly to people who may not connect in any way.

5. The project will collect data and measure any unseen mental health and other support needs in communities through the survey and collection of stories Have you considered that people may not want to answer the door or engage?

There has been a significant amount of discussion in relation to this. Ultimately, if people are not wanting to speak with a People Connector, then their decision is respected. The project has been designed with an

understanding that some people will not wish to engage, or will not be engaged for other reasons, for example they may not be home.

Prior to door knocking at each site, the ACDC team, in partnership with the Delivery Partner Organisation, will design and implement an engagement and marketing strategy. A community level mapping exercise will inform the engagement strategy, through which opportunities to introduce the project to the community will be identified. Engagement strategies may involve the use of communication platforms such as local newspaper, radio and/or a letterbox drop, or a physical presence at community events.

The timing of the door knocking will be significant. Door knocking is intended to take place in the mid-morning, afternoons, early evenings (in daylight hours), and some Saturdays. If engagement with a People Connector is not preferred at the time the door is knocked, a rescheduled visit by appointment will be offered. Similarly, if a door does not get answered, a 'Sorry we missed you' appointment card will be left under the door with contact details and an opportunity to reschedule at a time that suits the person.

6. What services do you endeavour to provide information about in the resource you leave with the household? Will they be just mental health services or broader services? What are the parameters?

The information products distributed to individuals and households is a significant output of the project and are relevant and accessible. Information products contain information about local and online mental health services, as well as other social and emotional wellbeing services and supports.

Information products printed for distribution including a fridge magnet, booklet, and local service flyers. A co-design process has been undertaken for the conceptualisation and initial design of the information products.

7. How are you going to make sure that you have appropriate referral options for people? How to avoid identifying needs in people and then not having referral or support options?

A part of the community engagement process will be determining the local service capacities for responding to the needs of people identified through the ACDC Project. This process will be tailored to each site.

The ACDC Project intends to build capacity amongst existing service providers and local grassroots initiatives to enable more effective connection with other community members. Through local community engagement at each site, organisations will be identified, and a relationship developed by People Connectors that will enable and support referral pathways.

When appropriate the ACDC Project and People Connectors will provide individuals or organisations with information about how they can advocate for needed services that are lacking in their area. In addition, where local groups advocating for needed services or developing community self-help options already exist households will be provided with those contact details.

8. Will ACDC Project really make a difference for people?

The proactive outreach approach is untested in Australia. As such CMHA, stakeholders, and partner organisations are interested in measuring its efficacy. A significant investment is being made in research and evaluation of the project.

Given the untested nature of the direct connection approach, and the diversity of communities within which the project will operate, the ACDC project will only be a success through strong partnerships and inclusive co-design processes with stakeholders at all levels.

9. How will the outcomes, and the success of the project, be measured?

There are several intended outcomes of the ACDC Project, and some will be easier to measure and report on than others. Objectives include:

- Number of People Connector engagements with people.
- Number of information products distributed.
- Number of successful referrals made.
- Number of surveys completed.

- Stories collected.

The evaluation of the ACDC project will report on the efficacy and the return on investment of the ACDC project, as well as how well the project met its stated objectives. The Centre for Social Impact has been retained to undertake the Evaluation.

10. What happens at the end of the project?

The project is intended to conclude in June 2024.

Significant research, data analysis and the project evaluation will be concluded by this time, and final reports available. Significant findings will be shared at conferences, and an analysis of the return on investment of the direct connection approach will be available publicly. All personal data will be de-identified and destroyed in line with the terms of the ACDC data collection consent form.

An ACDC kit will be completed and made available publicly for adaption and use by any organisation in future iterations of the ACDC project.